



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

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MAYOR VILLARAIGOSA APPOINTS BUD OVROM TO SERVE AS EXECUTIVE DIRECTOR OF CONVENTION CENTER

LOS ANGELES – Mayor Villaraigosa today appointed Robert “Bud” Ovrom as the new Interim Executive Director of the Los Angeles Convention Center (LACC) and nominated him for the permanent position.

“Mr. Ovrom has the experience, management skills and leadership qualities needed to lead the modernization effort of the Los Angeles Convention Center, one of the City’s most vital assets,” said Mayor Villaraigosa. “Revenues from the tourism industry help fund the city services Angelenos rely on. I trust that Mr. Ovrom will work in close partnership with the LA Tourism and Convention Board to drive critical infrastructure improvements and best utilize city resources to attract more overnight visitors, new conventions and meetings, more and higher-spending business and leisure visitors, and more and higher-value hotel room night bookings.”

Tourism is on the rise and is a bright spot in Los Angeles’ economy. Tourists spent \$16.4 billion in 2012, a 2.5% increase from 2011, and generated \$2 billion in state and local taxes.

"I am very excited to lead the effort in jump-starting the new vision for the Convention Center" said Ovrom. "Tourism is a key sector to our local economy. I think the Mayor's and Council's new model of using the Convention Center as the focal point while leveraging all city assets to promote tourism, sports and entertainment citywide is a very smart and strategic approach. I look forward helping launch it."

During the first four years of the Villaraigosa administration, Ovrom served as Deputy Mayor for Economic Development with oversight responsibility for the Convention Center and served as the Mayor's point person working on major tourism projects, such as LA Live and the Hollywood W Hotel. For the last three and half years Mr. Ovrom has served as the General Manager of the Building and Safety Department.

Prior to joining the Villaraigosa administration, Mr. Ovrom was Chief Executive Officer of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) under Mayor James Hahn. While there he established the successful regional organizational structure, which moved the CRA/LA away from a highly centralized agency and empowered local efforts in each of the city's seven regions.

Prior to coming to the City of Los Angeles, Mr. Ovrom was one of the most respected City Managers in Southern California, having served as City Manager of Burbank for 18 years, City Manager of Downey for two years, and City Manager of Monrovia for nine years. In each of those cities, Mr. Ovrom earned a reputation as a creative leader for economic development.

Mr. Ovrom has a Bachelor's Degree in Public Administration from the University of California, Santa Barbara, and completed the course work for a Master's Degree in Public Administration from the University of Southern California. Mr. Ovrom also served our country as a Peace Corps Volunteer in Guatemala.

As Executive Director, Ovrom will also oversee operation of LACC and administer the City of Los Angeles' convention sales contract with the Los Angeles Tourism and Convention Board. The move is part of the City's effort to streamline its tourism strategy to become a top tier convention destination.

The appointment will take effect after confirmation by the Los Angeles City Council.

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